

# California Recalls THC Infused Beverages Over Labeling Issues

## California Cannabis Regulators Issue Voluntary Recall of THC Beverages

California's Department of Cannabis Control (DCC) has announced a **voluntary recall of four brands of THC-infused beverages** due to labeling and packaging violations. Regulators said the affected products failed to include essential information such as serving sizes and confirmation that the beverages were manufactured in accordance with good manufacturing practices (GMP).

This recall highlights the state's heightened scrutiny of cannabis consumables and underscores the importance of compliance in a competitive, tightly regulated marketplace.

### Why the Beverages Were Recalled

According to the DCC, the primary issues with the recalled products involved labeling deficiencies. Specifically:

- **Serving size not indicated:** California requires that edible cannabis products, including beverages, clearly state serving sizes to ensure consumers understand dosage limits.
- **No GMP compliance disclosure:** Product packaging must also note that items were manufactured under GMP standards, which are designed to ensure quality and safety.

These violations, while not directly tied to contamination or unsafe ingredients, are significant enough to warrant action because they may mislead consumers or put them at risk of overconsumption.

### Which Brands and Products Are Affected

The recall spans four distinct brands, each with multiple products on the market. The affected items include:

- **Live Oro:** Black Cherry Pomegranate.
- **Olala:** Blue Raspberry Blast 100 mg THC; Guava 100 mg THC; Mango 100 mg THC; Orange Cream 100 mg THC; Orange Cream sugar free 10 mg THC; Orange Cream 10 mg THC; Root Beer 10 mg THC; Root Beer 100 mg THC; Root Beer sugar free 10 mg THC.
- **Reefresh:** Fruit Punch 100 mg THC; Grape 100 mg THC; Melon 100 mg THC + 100 mg CBN; Strawberry Lemonade 100 mg THC; Watermelon 100 mg THC; Mango Tea 10 mg THC; Strawberry Lemonade 10 mg THC.
- **Voila:** Cucumber & Mint; Watermelon; Lime; Peach Pear; Pineapple & Strawberry.

The wide variety of products—ranging from sodas and teas to flavored sparkling drinks—reflects the growing diversity of cannabis-infused beverages in California’s retail market.

## THC Serving Size Regulations in California

California law limits edible cannabis products to **no more than 10 milligrams of THC per serving**, and packaging must clearly indicate how servings are measured within a container. This rule is designed to reduce the risk of accidental overconsumption, which can lead to adverse reactions such as dizziness, anxiety, or nausea.

The DCC said the recalled products did not meet this standard, either by failing to specify serving sizes or by presenting labels in a way that could confuse consumers. Even in cases where beverages contained 10 milligrams or less, the absence of proper labeling is still considered noncompliant.

## Instructions for Retailers and Licensees

The DCC’s notice explained that either the agency or third-party distributors will email instructions to licensees who may have the recalled beverages in their inventory. Retailers will be expected to remove the products from shelves and follow compliance procedures for handling recalled items.

Failure to comply could expose businesses to regulatory penalties, fines, or additional scrutiny.

## Guidance for Consumers

Consumers who have purchased the recalled beverages are urged to check the **UID and batch numbers** listed in the recall notice. The DCC advises consumers to either:

- **Dispose of the products safely**, or
- **Return them to the retailer** where they were purchased.

The agency also advised that anyone who experiences adverse health reactions after consuming the beverages should **seek medical attention immediately**.

Although the recall was prompted by labeling and packaging issues rather than contamination, the lack of clear dosage information may still pose risks, particularly for inexperienced consumers.

## Broader Enforcement Trends in California

This recall is not an isolated event. Over the summer, California’s DCC has issued several recalls, including two **mandatory recalls of Alien Labs Flower** after regulators detected microbial contamination.

The series of recalls reflects the DCC’s increasing emphasis on product safety, labeling accuracy, and manufacturing standards. Industry analysts note that regulators are balancing the expansion of the legal cannabis market with the need to protect public health and consumer trust.

## Why Labeling Compliance Matters

Labeling is one of the most scrutinized aspects of cannabis regulation. Beyond serving sizes and GMP references, compliant labels must include:

- THC and CBD content per serving and per package.
- Ingredients lists and allergen disclosures.
- Universal cannabis warning symbols.
- Health and safety disclaimers.

For cannabis beverages in particular, where consumption may feel less intimidating than smoking or vaping, regulators place strong emphasis on clear and accurate dosage information.

Companies that neglect these standards risk not only regulatory action but also damage to brand reputation in a crowded marketplace.

## Implications for the Cannabis Beverage Market

Cannabis-infused beverages have grown into one of the fastest-expanding segments of the industry, offering alternatives for consumers who prefer not to smoke or vape. However, their novelty also presents risks:

- **Dosage challenges:** Beverages can be consumed quickly, leading to accidental overconsumption.
- **New manufacturing processes:** Producing shelf-stable THC drinks requires specialized knowledge and adherence to food and beverage GMP standards.
- **Regulatory spotlight:** Because of their broad appeal, infused beverages face closer scrutiny from regulators compared to other product categories.

This recall underscores that companies must balance innovation with compliance if they hope to thrive in California's competitive cannabis market.

## Looking Ahead

As California regulators continue to refine oversight of cannabis products, businesses should expect ongoing audits, recalls, and enforcement actions. Companies entering the cannabis beverage sector must invest in strong compliance programs, robust manufacturing practices, and transparent labeling to avoid costly setbacks.

For consumers, recalls such as this serve as reminders to always read labels carefully, check batch numbers, and remain aware of serving size recommendations.

The DCC's latest recall may be voluntary, but it is another sign that California's cannabis industry is under increasing scrutiny. In a market worth billions, the stakes are high for both businesses and regulators to ensure that cannabis products are safe, consistent, and accurately represented.

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